

The questionnaire attempted to elicit responses as to the exporters' general exposure to and involvement in countertrade transactions, his attitude, mechanics of his involvement and perception of future trends. Questionnaires sent to trading houses differed somewhat in that countertrade reported by trading houses also cover that done in support of Canadian exporters. Because of the double counting possibilities, final combined results are presented in a range form. The questionnaire was followed up by interviews with 52 companies who had reported involvement in countertrade activities in the questionnaire or who had been identified elsewhere as being involved in countertrade, in order to improve the response rate and to expand the qualitative portion of the study. These interviews covered 31 exporters, 15 trading houses and 6 other entities including banks and facilitators.

The findings will be reviewed for exporters and trading houses separately and then combined to give an overall picture of Canadian countertrade involvement.

Findings related to Canadian exporters:

Countertrade statistics for Canadian exporters were derived from 169 returned questionnaires and 31 interviews.

1) Exposure to countertrade demands:

Of 115 replies to this question, 62 or 54% responded that they had experienced countertrade demands; 94 of 110 replied they did not try to avoid countries making countertrade demands and 21 of 108 stated that they lost at least one contract because of their inability or unwillingness to engage in countertrade. In addition, 21 of 108 answered they have developed specialized in-house countertrade negotiating expertise and 16 of